

FAMOUS PLAYERS THEATRES

NATIONAL

Ballyhoo

COMPILED AND
EDITED BY
DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

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INVENIEMUS VIAM AUT FACIEMUS

On entering the campus of the University of Pennsylvania, one must pass through a very imposing, wrought iron set of gates, the university's memorial gate, surmounted by the inscription which so intrigued me that I felt compelled to use it as our heading for this week's front page message.

To the uninitiated it is nothing but a mumbo-jumbo of meaningless hieroglyphics dreamed up by some obscure scholar to further confuse the already confused flock of new freshmen who make their initial appearance in the Fall of each year. As they pursue their educational careers, year after year the words take on new meaning, become engraved on their minds, and pass into the realm of sentiment and tradition.

Inveniemus Viam Aut Faciemus - WE SHALL FIND A WAY OR WE SHALL MAKE ONE.

The full impact of this message can only be felt if one has a genuine desire to avoid the pitfalls of voluntary stagnation. To train his sights on the distant horizon ... to keep groping and searching ... to carve for himself, with his own two hands and the brains he was born with the kind of a future he had visualized and dreamed about in the years long gone by when he first planted one foot firmly on the ladder of endeavour, and began his long, oftentimes tortuous climb to accomplishment and success.

We who are in this business of catering to public tastes, and entirely dependent on public approbation of our efforts for our livelihood and business success, MUST find a way ... or failing that, we MUST MAKE A WAY to assure the perpetuity of our business, and our own future as a very personal part of that business. We must seek ... we must search ... we must continually exert every effort to that end. We must never allow ourselves to stand still, for that is simply the beginning of an unhappy ending.

INVENIEMUS VIAM AUT FACIEMUS - WE SHALL FIND A WAY OR WE SHALL MAKE ONE. Let us adopt that slogan as our battle cry ... We can do worse than be guided by the wisdom of that philosophy.

D.E.K.



YOUR ANNUAL REPORT

Last week you received a copy of Famous Players' 36th Annual Report. You should read it carefully, and just as carefully digest every word you read, and the meaning behind the words. Whether you do or do not own shares in your company, this is indeed YOUR report. It is a report in fact of YOUR contribution to the good and welfare of your company during the past year, and a forecast of what may lie in store for YOU in the future.

Mr. Fitzgibbons in his address to the shareholders makes no bones about what has been happening to our business. He freely admits that a lesser number of good box office hits plus the expansion of T.V. facilities across our country have combined to cause a drop in our theatre revenues during 1955.

But, it is an exhilarating and optimistic report too ... and should certainly serve to stimulate the interest of shareholders and employees alike, and create new confidence in our company and the great industry of which we are an important part.

Read carefully the report on our financial position ... Read the up-to-date resume of the product situation ... If you haven't already read it in the trade press, read what Barney Balaban had to say at a recent conference. It all spells OPTIMISM, and optimism at this time means a better and brighter future for all of us who are members of the Famous Family.

Turn to the back of the folder and take a glance at some of the pictures you will be playing ... TEN COMMANDMENTS ... WAR AND PEACE ... MEET ME IN LAS VEGAS ... SERENADE ... THE CONQUEROR, and others too numerous to mention. Hollywood is certainly coming through for us ... the rest is up to each one of us as individuals. If we start spreading enthusiasm ... and we must get the feel of it ourselves first ... If we do our job as though we really meant it, and enjoyed doing it ... If we approach such problems as may crop up from time to time with honesty and sincerity of purpose, then I dare say all of us will be around, and happy for a long long time to come.

So ... read your report again fellows, and if you really follow the words you'll see bright rays of sunshine dispelling the gloom of those dark clouds, many of which, consciously or unconsciously we ourselves helped to create.

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THERE'S ROOM FOR BOTH

Business during the past month or so has been good ... and quoting Mr. Fitzgibbons ... "This is a clear indication that there definitely is plenty of room in the field of entertainment for both television and motion pictures. While each in its own way serves a desire for entertainment, nevertheless no medium can be quite as satisfying as that of the motion picture screen in a well conducted theatre, where people are not only free from the many distractions encountered in their own homes, but they are in comfortable, safe surroundings where they can relax completely and forget their momentary troubles."

LOOK FOR THE BRIGHT SIDE

Jimmy Cameron, city manager of our Lakehead theatres and a friend of many years standing is somewhat of a philosopher ... In spite of his always calm, cool exterior, and contrary to popular belief Jimmy is of a somewhat nervous temperament ..., like a fine, tightly coiled watch spring. Sometimes that spring unwinds, and Jimmy puts his reserve behind him, and has a heart-to-heart chat with me ... on paper. I enjoy his notes.

Sometimes, as we all do at times, Jimmy becomes just a bit discouraged. Things can get pretty rough in the Lakehead district. I have a note from Jim ... it arrived a few days ago, and while it was marked 'personal', I know that Jimmy will forgive me if I jot down a few excerpts. I feel that his thoughts are worth passing along ... and who knows? They may be a reflection of our combined thinking, and by talking about it, could be we may all feel a little better about the whole thing.

Jimmy says in part ... "While I have a quiet moment tonight Sunday, before our midnight show and while my typewriter is still hot, I would like to continue on a subject I've been meaning to write to you about for some time. It's about this wonderful industry of ours and the growing conviction that we, in this business, are much too prone to sell it short ..."

"What started this train of thought is the following quote, picked up from a Ladies' Home Journal and credited to the Nantucket Philosopher ... "Don't tell your troubles to others ... most of them don't give a hang, and the rest are darn glad of it."

"These days there are more people telling US how bad our business must be on account of T.V. etc., and how often we take the bait and sell our business short by agreeing with them ... and then adding coals to the fire by telling them our woes."

"Now as never before, I think, should we emulate the Barker of Variety ... terrific front to the public ... our woes, if any confined to the secrecy of our own breasts ... and shouting our many wares from the very rooftops, THE GREATEST SHOW ON EARTH."

"I know well how difficult it is on occasion to remain cheerful under the ever-growing pressure ... and how rough it can be to try and stimulate that all-important enthusiasm and drive. I know. You've covered this same subject more than once in other words of your choosing in your thought-provoking editorials, but it surely bears repeating if we're to continue our forward progress, growing stronger from year to year."

"Don't know how I got rolling on this subject, except that it is quiet for the moment ... the fashion show, Oscar derby etc. are out of my hair, and I've been meaning to have a long chat with you for a long time."

Jimmy says many more things, but I think you get the general idea. I can only say what has been told me by our B.M. many, many times. If you unburden your heart, and share your problems with others, it can well lessen the weight of the load each of us carries with him down the pathway of life.

IN THE TRADE PRESS

Glad to note that at least a handful of our lads made the pages of a couple of our trade mags this past week. A listing of the Quigley Awards contenders in M.P. HERALD under date of April 7, lists the following eligibles ...

Jerry Duggan ... George Forhan ... Mel Jolley ... Les Mitchell and Fred Varlow. Not a very imposing list, but I guess they were the ones who sent their material on to New York.

In SHOWMEN'S TRADE REVIEW, also dated April 7th, there appears an Honor Roll, listing those managers who really did a job in selling their product. I see listed the following ... Olga Frenette ... Art Cauley ... Claude Smith ... Eddie Dulke, Jerry Duggan ... Mel Jolley and Jimmy Cameron.

There are no prizes for these listings ... but they do tell the rest of the world that we're in there pitching. Come on guys ... let's really flood the pages of these magazines with names of our Top Canadian showmen ... and in my book ... it CAN mean YOU. How about it, eh?

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LES PRESTON RESIGNS

Bill Trudell advises us that Les Preston, manager of the Capitol in St. Thomas for many years, has resigned to accept an appointment with the Dominion Life Insurance company in the St. Thomas district. Mrs. Zara Ellwood, former cashier at the theatre has been named manager pro tem.

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WHAT DO YOU DO WITH YOUR USED POPCORN?

No ... I ain't kiddin'. Your cleaners must sweep up an awful lot of the stuff, and naturally ... into the ashcan it goes. Will Harper, out Kelowna way has found a good use for it. Will is a bird lover, and it hurts him to see the poor little devils foraging for a bite to eat during the heavy snows and sub zero weather in his neck of the woods ...

So-o-o ... Will gathers up all the corn, and each A.M. tosses it out to his little feathered friends. He has been doing this for a long time now, and has exhorted all his fellow citizens to do likewise. I see a nice story in a local Weekly commending Will for his thoughtfulness ... Must be a nice felling, Will old boy ... and mighty good P.R.

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HOW'S YOUR SHOW TODAY?

I know I've said it before, but it's worth repeating. Do you make a habit of sitting through your first showing of each new picture? It's the only way you'll know what's on your screen ... and the only way you can give an honest answer to this old, old question. Try it.

REPLACING AN EMPLOYEE

Have you ever tried to determine ... on a statistical basis ... the cost of replacing an old employee? Try it sometime ... you may get somewhat of a shock. Even if it doesn't cost you any more salary-wise, have you thought how much time you will have to spend training the newcomer until he or she reaches the stage of perfection which had been attained by their predecessor? Have you thought how many applicants you may have to go through and train before you find the right one? Have you seriously considered that it is entirely likely that several may try and reject the job after a few days, weeks or months? Have you studied the effect of such moves on the rest of the gang in your theatre?

It's really an interesting subject guys ... and worthy of some serious thought. It is particularly timely in view of the very unbalanced turnover in staffs during the past few years. I don't mean to imply that the high percentage of turnover is entirely within your control ... but I do know of instances where an old, and oftimes valued employee has left because of the manager's lack of interest and understanding. I also know how difficult it has been to find suitable replacements.

Do yourself a favour, will you? Show a little interest in the members of your staff ... even to the point of personally pointing out shortcomings in their approach to the important subject of service. A pat on the back for a job well done helps too. A staff is no better, no worse than the manager whose behaviour it tries to emulate. Make your staff proud of you, as their boss ... and I'm sure you'll have no cause to be anything but proud of them. And ... you'll hang on to them longer too.

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CONGRATULATIONS BARBARA

Barbara Blakie, Al Troyer's Girl Friday is walking around with her head in the clouds these days. She has just become engaged to a personable young fellow ... Denis Erwin ... a former technical engineer with the Ontario Hydro, and presently a member of their head office staff in Toronto.

Barb and Denis are a happy couple these days ... and so are we in head office who know Barb Blakie. The very best wishes of everybody in this corner go to the future Mr. and Mrs. Denis Erwin. The wedding date ... September 29th.

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MORE CONGRATS

Brother ... how the years fly. I have just been informed that our own Tommy Callendar and his charming frau Dorothy will be celebrating their Silver Anniversary, comes April 25th.

Congratulations Tommy and Dorothy ... and may we all be around when the fiftieth rolls around.

MORE FAMILY NEWS

Well now ... so our old pal Kevin ... Fitzgibbons that is, and his charming wife Kathleen are parents, and will soon know what it's like to try and get a baby-sitter when they want to kick up their heels some evening. The little newcomer, a young miss ... name of Kathleen Theresea, born on April 12th at St. Michael's Hospital in Toronto.

Congratulations Kevin and Kathleen ... and welcome to the youngster. We know that the years ahead will hold nothing but happiness for all of you.

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40 YEARS MARRIED

Just heard via the ever-busy grapevine that Fred Masters ... without whose help these bulletins could never get out as fast as they do ... and his wife Gladys will be celebrating their 40th wedding anniversary on April 24th. Wow ... forty years. Congratulations folks.

The Masters were married in Portsmouth England, and have two sons and five grandchildren of whom they are mighty proud. Hope we're around when you celebrate your fiftieth Fred.

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NOTE FROM T.C.L.

I see copy of a memo which went out to all theatres a couple of days ago ... It's about a couple of new lines fellows ... don't just pass it off lightly and forget all about it. I heard of one guy who when asked what he was doing about promoting them, said - 'I have enough trouble moving my present lines ... why bother with new items ...' Wonder if he'd say that if he was running his own business.

The items I'm referring to are of course CHARMS ... and BONNY DOON CELLOS. On the Charms you knock off a 30% profit ... on the Bonny Doons, 40%. Think it's worthwhile pushing them?

Take a good look at your over all operating figures once again guys ... Subtract your confections profit ... then see how happy you can get. Let's not overlook a single item of profit, eh guys? Start pushing those Charms ... and especially the new BONNY DOONS right away.

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MAILING COSTS

In spite of all instructions to the contrary, some guys are still sending in scrap books, photos, tear sheets etc. by first class mail ... and in many instances only affix sufficient postage to take care of second class matter. We're getting a little fed up with having to pay your postage for you fellows ... Be a little more careful will you? Make sure that second class matter goes SECOND CLASS ... and make sure that enough postage is affixed. huh?

FREE GIVE-AWAYS

When you have a special "free" deal for the kids, what do you do about it? Toss it at them as a surprise package at the Saturday matinee? That's fine, and they probably appreciate your thoughtfulness. But it doesn't help you get those empty seats filled, does it?

Advertise your special deals guys ... well in advance ... just as you do any 'special' event. Advertise it well in your newspaper space ... on your theatre front ... from your stage at the matinee immediately preceding the special one. Tell the kids what you're going to give them ... glamourize it ... dress it up.

Kids love surprises ... especially if they know about them ahead of time. Don't keep them in the dark ... Tell them about it, and encourage them to tell their friends. If you ain't kidding 'em they'll be there ... and they'll be on the look-out for more such deals IN YOUR THEATRE. Let's do this right ... Let's start doing it now, and not just talk about it when our regional meetings roll around again, huh?

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THOSE STUDENT PRICES AGAIN

Remember at our last series of meetings when we decided to make student cards acceptable the year round ... Saturdays, holidays and any time they were presented?

What have you done to tell the card holders about it, eh? Or haven't you said anything, and just let them find out by sheer accident? It ain't funny guys, and I know several managers who so far have managed to keep it a deep dark secret.

Get wise guys ... we need that student business, and the only way we'll get the teeners in is by encouraging their attendance and making them welcome. Some theatres do a whale of a student business ... others ... well, you'd think the theatre was under strict quarantine, the way the kids avoid it. What category is yours in fella? And ... what are you doing about it?

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HOW ABOUT YOUR 'TEENERS'?

So far only two of our men ... Al Hartshorn in Oshawa and Jimmy Cameron in Fort William have taken the trouble to organize and develop Teeners' Advisory Councils in their respective cities ... If I haven't been able to stir up a little interest in this very vital subject with my accounts of Al's and Jim's activities so far, I suppose it's pretty hopeless to expect any action now ... It's really a shame, as there was a challenge to test your skill and down-to-earth showmanship ... with potential benefits far and beyond even your fondest expectations ... and you simply ignored it.

Well ... I guess it's easier that way. Keep me informed, Oshawa and Fort William. At this end we're really interested.

BETTER REFRESHMENT MERCHANDISING

In our last issue of NATIONAL BALLYHOO I mentioned Bob Harvey of North Bay as being one of the winners of a merit award issued by M.P. HERALD. A few days later the magazine came in, and I see several other names.

Of the four world-wide winners, we have two ... Bob Harvey, and Bill Wilson of the Paramount in Edmonton. I note also that six honorable mentions were listed ... and we copped three of those. The winners ... Al Easson of the Oakwood in Toronto ... Freeman Skinner of the Paramount in Halifax, and Martin White of our Parkdale in Toronto.

50% of all the awards ain't at all bad, guys ... and we're all tickled with the showing we made. I still wonder though, how many more winners we could have had, had every one of you taken the trouble to send in details of your merchandising ... What?

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AND TALKING ABOUT REFRESHMENTS ...

Have you studied the figures sent you by T.C.L., headed THESE ARE YOUR FIGURES? The lads have gone to a lot of trouble to bring you up to date on your attendance ... gross sales ... commission, return per patron, and your overage or shortage for the period since they posed the all-important \$69,770.00 question.

What steps have you taken to make sure that in 1956 there will be no such wastage as reported during the previous year ...? Are you watching your corn ... your drink mixture? What I mean is, are you PERSONALLY watching them? Believe me, that's the only way you can correct that condition.

Some of the figures released by T.C.L. are good, and do reflect a closer supervision of confection sales. Others ... well, let's say they aren't so good. Gonna do anything about it?

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A FEW HINTS

In the same bulletin, on another page headed THAR'S GOLD IN THEM SALES ... some good advice is handed out. Just in case you happened to miss that section, let's see what they have to say.

1. Make sure YOU have the best sales attendants.
2. Be sure they have been PROPERLY TRAINED by you, not only to sell confections, but to suggest to your patrons to try those HIGH PROFIT ITEMS.
3. Be sure they READ the T.C.L. sales manual and bulletins, and utilize the sales promotions and give-aways.
4. Be sure they are NEAT - COURTEOUS - and ENTHUSIASTIC.

And that my friends is your formula for bigger and better sales volume ... and the end of those ridiculous shortages. Do you make a habit of reading, and FOLLOWING THRU on their suggestions?

SOME GOOD ADVICE

I have copy of a memo sent to his managers by Mort Margolius, and it makes good sense. It has to do with the manager's weekly and quarterly analyses which you are required to forward to this office, and I know that at times you wonder why all this detailed paper work. Maybe Mort's note can throw some light on the matter.

"The onerous job of keeping up to date your Manager's Weekly and Quarterly analysis of operations is the most positive way we know of to keep your finger on the pulse of all the important elements of your business. As you watch the pattern unfold weekly and quarterly it is not difficult to catch any item that may be moving out of line."

"Henry Marshall of the Capitol has just completed a lengthy quarrel with the Water Department, who maintained that their billings were correct. Henry knew from his records that something was wrong, and persisted in trying to trace down what he believed to be an obvious error. His persistence paid off to the tune of \$261.00 savings, and served to readjust his water bill to its proper level for this season, which was \$14.60."

I can't think of any more concrete evidence than what Henry Marshall was able to accomplish, in support of the statements we require from you fellows at regular intervals. If you really watch your operation, and put the figures down on paper, you are bound to recognize discrepancies when they crop up. I sometimes wonder how many thousands of dollars go down the drain just because we are too busy (?) to take a good look at our accounts once in a while. Your weekly and quarterly reports are designed to help you stay right on top of your business. Take a little trouble with them, huh fellows? It makes it easier all around.

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DAILY NEWSPAPER ADS

Well ... I'll try again. Obviously a couple of our boys either hadn't read earlier copies of our BALLYHOO ... or didn't pay too much attention to what they did read.

Newspaper ads DO NOT represent any unusual effort on your part in the interest of special exploitation activities. I'm afraid I just can't give you too much credit for snipping an ad out of the press book or your proof sheet and sticking it down on a piece of copy paper. We know that you use daily ads in your newspapers ... How good or how bad they are of course depends on the trouble you take in their preparation.

However, once again for the record ... please do not send me your daily ads as evidence of your selling ... unless, that is, you happen to have come up with something just a little different or unusual, such as Jimmy Cameron's and Bill Trudell's personal approach to their SINCERELY YOURS selling. One guy sends me a scrap book full of his weekly newspaper ads each week ... and very little more.

Sorry ... wrong number. Your tear sheets should go to the lads in the publicity department for checking.

INVESTIGATORS' REPORTS

Here we go again ... I've just received a batch of reports, and thought I would pass along a few of the more common complaints, which can well be the same complaints your patrons have been, or still are voicing. Read them over carefully ..., and decide for yourself whether or not they apply to YOUR operation.

CONFECTION SALESGIRLS very uninterested, and unattentive to their jobs. Patrons have to practically beg, to get any kind of service.

STARTING TIMES advertised in your boxoffice are not strictly adhered to. In one theatre the boxoffice advertised one time ... the newspaper ad another ... and the boxoffice actually opened half an hour ahead of the earliest starting time advertised. Must be very confusing to someone trying to purchase a ticket.

USHERS standing at the head of their aisles ... flashing their lights in all directions, annoying seated patrons, and letting incoming customers find their own seats.

REPORTING TICKETS that had been sold after the boxoffice closed on the following day's report. In some theatres this comes to from ten to twenty extra sales. Remember your after-close tickets fellows ... that's exactly what they're for.

CLOSING BOXOFFICE long before the last feature had even had a chance to hit the screen. That's one good way to discourage theatre attendance.

PERFORMANCE INTERRUPTIONS not being reported on the forms provided for that purpose. You're not doing yourself or your projectionist a favour, fellows. This omission is bound to be caught sooner or later.

Well ... any of the above apply to you? Think a little before you come out with a fast answer. It's just as easy ... in fact easier, to get a good report than a bad one. There's only one catch ... IT'S UP TO YOU.

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SHARE YOUR BULLETIN

I have a very nice note from Mr. Fitzgibbons in which he makes reference to the contents of a recent bulletin and suggests that what had been written is of sufficient importance and interest as to warrant making it available to every one of your employees ...

We try to touch on every phase of your operation in these bulletins, and many of the items directly refer to various members of your personnel. When you are through with it, why not circulate it among your staff members? They may enjoy reading it, and the constant hammering may create a new awareness of the important part they play ... or can play ... in the efficient operation of your theatre. Try it, huh?

UNEMPLOYMENT INSURANCE

Since its introduction in 1940, the Unemployment Insurance Act has undergone several changes. Apparently some managers are not too familiar with it, and I still find bits and pieces of odd stamps lying around the theatres. I have asked Claire Doidge to give me some up-to-date information ... and here it is. I know that you receive periodic instructions from his department ... but obviously some men simply skim over them lightly, and then go right on their own merry way doing exactly as before. You know, it's much easier to do things the right way ... Try it, huh?

The most important change took place in October of 1955. Prior to that date the contributions were based on the number of days worked. Now they are based on the gross salary earned in the pay period. The stamp denominations were changed at the same time to simplify stamp purchases. It is now possible to purchase a specific stamp for all designated contributions, with the exception of persons earning less than \$9.00 per week. In this category an 08¢ contribution is required from the employee and an equal amount from the Company ... but, it is necessary to purchase a 32¢ stamp which obviously can be used over a two week period. Some managers are not quite clear on this point, and have been recording a 16¢ deduction weekly. Watch it guys, eh?

Every theatre manager should have a table of contributions, and the bulletins of the Unemployment Insurance Commission. Refer to both regularly in preparing your weekly payroll.

If you follow the proper procedure there should, of course, be no excess stamps, or portions of stamps lying around in your petty cash box. If you do have some ... and I have found many dollars' worth in some theatres in the past ... report them to the commission inspector the next time he comes around, and he will arrange to credit you with the amount.

Of course it is possible that an employee might not present his book during his term of employment. For this situation there is a Form 407A which you may obtain from the commission, with instructions for its use. If you follow the recommended procedure, you will never have any left over stamps.

Claire further suggests that since it is almost impossible to be aware of all the regulations issued by the commission ... the best way to play safe is by either contacting the commission itself, or dropping a line to Claire personally on any matters which present any doubt.

It's all strictly simple routine fellows, and there is no reason why this matter can't be handled in the very same way as all the other normal theatre accounting routine. Do it the right way a couple of times, and you'll wonder what all the shootin' was about.

Thanks Claire ... I think we're all straightened away now, and there should be no further difficulties in this connection.

OUR DRUMBEATERS (SOME OF 'EM) IN ACTION

ORPHEUM - VANCOUVER

To get ANYTHING GOES off the ground, Ack did a little scurrying around, and wound up with one of his usually good, full-page merchant co-ops. Following through on the Lustre-Creme tie-up arranged by Bert Brown in Toronto, Ack wound up with no fewer than 35 local drug stores, each of which carried window and counter displays. Local radio stations came through with plenty of free plugs playing up the shampoo and ANYTHING GOES.

An excellent deal was made with the agency handling a new loaf called Donald Duck Bread ... A Duck cartoon show was held on both Good Friday and Saturday. To publicize this, the bread company bought and paid for 65 one-minute spots over the three Vancouver stations. And get this ... the bakers also provided two T.V. sets for use as prizes.

This week's Friday night Personality Parade again proved a natural house filler. This time Ack used an old time Vaudeville comedian who really stopped the show. For his next parade, Ack plans to feature the "B.C. Humour Society" ... with prizes for the funniest story teller in the province.

It really can be done, fellows ... in YOUR theatre ... if YOU honestly want to go after this kind of business. Ack does.

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PARAMOUNT - MONCTON

Murray Lynch reports that he has just completed his arrangements for a series of ELMER parties. The Moncton Film Committee is completely with him in this endeavour, and through their efforts several interviews were arranged over both radio and T.V. They also bought extra radio time to list features coming to the theatre, and boost the sale of books of tickets. All Home and School executives were tied into the deal, and the I.O.D.E. membership also convinced of its worthiness.

The first party got away to a grand start, to a full house. T.C.L. as usual kicked in a bicycle, and Murray promoted a few Golden story books, play books and records from the local news dealer, for use as weekly prizes.

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ORPHEUM - PRINCE ALBERT

For his TO CATCH A THIEF date, Jack Mahon procured a sheet of fifty Monacan stamps which he used to excellent advantage for advance display purposes in his lobby ... That's taking advantage of current headlines.

A few days before he opened with AFRICAN LION, one of the touring Audubon shows played the Orpheum. 600 youngsters were in attendance, and Jack made sure that the advance trailer on his feature was the first item on the program. The narrator of the show also plugged AFRICAN LION.

CAPITOL - BRANTFORD

When Bill Burke rolls up his sleeves ... plans a campaign and really follows through, well man ... we know we're in for a real treat. Just one trouble ... we don't hear from our Willie quite as often as we'd like. Not like the days, not too far in the past, when we used to get a packed scrap book from him each and every week. Well ... let's see what he's come up with this time.

Bill had LONE RANGER booked, and knowing that Jay Silverheels who plays Tonto in the pic is a former Brantford lad, went to work on that angle ... and what an angle. The final result, a JAY SILVERHEELS NIGHT at the Capitol ... but more of that later.

Willie contacted Silverheel's relatives now living on the Six Nations' Reserve near Brantford, who promised him their complete cooperation. His first step was the organization of a Tonto Fan Club, one month in advance of the pic's opening. Membership cards were printed and distributed to every kid in town. Contacting Quinlan's Men's and Boy's store Bill was assured of their help, and as a result, for four Saturdays prior to opening they gave away two Lone Ranger gun and holster sets, or as an alternative, two Cowboy or Cowgirl outfits. This was handled on a lucky number basis. Besides plugging RANGER, this little gimmick built up his Satmats to their highest point in months. Quinlan's also set up an extremely smart Lone Ranger lobby display, and gave the picture their full Main Street window. In addition Quinlan's purchased \$20.00 worth of book tickets which they gave away to kids visiting their store during the term of the pic's run.

Next Bill contacted Silverheels in Hollywood and arranged for him to talk to his folks on opening night. Next a deal with the Bell Telephone Company, who seeing the value of the publicity agreed to carry the ball from there. They arranged a hook-up whereby the audience and the radio station could both pick up the two-way conversation. This developed into a fantastically intricate deal ... but it worked.

On opening night, with a packed house in attendance, Bill placed the call through a local operator. It was immediately picked up through the p.a. speakers and the audience heard every word. They got a tremendous kick out of it ... and sez Willie, 'with over 1600 people in the house, you could just about hear a pin drop ...' The Bell people had everything worked out to the last detail, and were so fussy that they even made a special trip to the theatre to check on the colour of the stage drapes, to make sure that the coloured instrument they were using wouldn't clash ... and that's what I call being really fussy.

In addition to the phone gag, Bill organized a Six Nations beauty contest, to select the local Miss Six Nations. Fourteen Indian misses entered making a very striking picture on the stage. Judges were local womens' editors on the Expositor and C F P L. Three Westinghouse mantel radios were promoted as prizes, plus several pairs of hose for each girl, and a beautiful floral bouquet for the winner. The Six Nations Indian band, in full regalia appeared on the stage, along with two Indian dancers.

CAPITOL - BRANTFORD (cont'd)

The entire proceedings were covered by the Brantford Expositor who came through with a terrific four column pic and excellent story. The Toronto Star ran a single column pic, and the London Free Press came through with a double. This little stunt of Willie's also made all the news service wires, and received coverage right across the Dominion.

The Toronto Tely's Brantford representative arranged for a terrific five column pictorial layout, a good story and a five column headline. The Globe and Mail also came through with a five column display.

The stunt was picked up by the Kitchener T.V. station, as well as C H C H -TV in Hamilton. Kitchener took movies which they ran twice on the Friday night and again on their Sunday news round-up. Toronto and London stations also picked up the film clips.

It would be difficult to estimate just how many free plugs Bill received, because his local deejays were all talking about this show for weeks in advance as well as after opening day. It is obvious that several hundreds of dollars couldn't have even come near to purchasing this kind of time. C F P L even cut a tape of the phone conversation with Silverheels, and used it the following day. B U P carried the deal right across Canada ... so you guess what it was worth ... I can't even begin.

Quinlan's in addition to everything else plugged LONE RANGER every Thursday night, four weeks in advance, over their Western type program which they sponsor over the Hamilton T.V. outlet. General Mills set up a fine lobby display featuring L.R. cut-outs, and also kicked in 1000 free L.R. masks for all young 'uns bringing in box tops. 600 L.R. comic books were also promoted to encourage early attendance at the Satmats.

In spite of the two pages of typing, believe me, this is a very condensed version of the complete campaign. Can't help it Willie m'boy ... or I'd be here all night. Bill winds up by saying that this stunt nearly gave his ulcers, ulcers ... but when he climbed up on his stage on opening night, to face a cheering audience of some 1600 souls ... well, quote ... 'You betcha sweet life it was worth it ...' and we agree.

All I can add to the above is this ... Here is practical, living proof that Showmanship is far from dead ... it's there all right ... just as it was in those oft-lamented good ole days. The question is ... how many of our managers today are equally alive to the possibilities?

I receive in the mails a few tear sheets containing regular daily newspaper ads ... or copy of a herald ... or maybe even a window card, as the sum total of a man's selling activities on attractions which merit, both by virtue of the support given in the pages of the pressbook and the importance of the property itself, and in the weekly letter the manager is very, very puzzled as to why the picture didn't do better business. Here's your chance to give us your answer guys ... We know.

Congratulations Bill on an outstanding job of selling.

SHEAS - TORONTO

As usual something just a little different from the old Mouse-tro, this time in support of his ANYTHING GOES date. I don't know where the guy got it, but I see a picture of a champagne glass ... no, not just an ordinary glass ... this one's all of six feet tall, and filled with what appears to be genuine bubbly ... only it ain't. After all ... who can afford half a ton or so of the stuff? It was actually coloured water, agitated to give the effect of effervescence. This was topped with giant cut-outs of the principals in the pic and placed in the lobby for a week or so before the pic opened. Very effective to say the least. Oh yes ... the giant glass was borrowed for the occasion from a local wine manufacturer.

Two private screenings were held for the press and radio guys and gals ... but this was no ordinary screening deal ... Not with Bish promoting it. Half way through the pic, where Harris invites the F.B.I. man to 'Be My Guest' at the bar, the lights went on and the guests were invited to be Len's guests, and indulge in some delightfully cooled pink champagne. You can imagine the pleasing effect, and subsequent press comments.

A smart tie-up with Lustre-Creme involved some 40 drugstores throughout the city, all of which used the complete display, with excellent theatre credits. A contest was conducted by each individual store, with prizes of a year's supply of shampoo, supplemented by some theatre guest tickets.

The Lustre-Creme people also placed a 275 line ad in each of the three Toronto papers, with full credit to the pic. Daily radio spots were also paid for by the soap people.

Len's radio deejay pals really went all out on the deal, and constantly plugged the musical selections. Every time they played a Crosby disc, special mention was given to his current vehicle. So, O.K. Len ... and now what's cookin' on your next attraction? I'll bet it's good.

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LAKE and FORT - FORT WILLIAM

This is what I call co-operation. Frank Sabatini and Gordon Carson, managers respectively of the Lake and Fort theatres which happen to be located at opposite ends of the town, joined forces for their Easter holiday juve show, which consisted of two hours of cartoons plus a colouring contest for the small fry.

Two watches in addition to several smaller prizes were promoted, and entry blanks for the contest were distributed a full two weeks in advance, at the Saturday matinees. Both theatre lobbies were well loaded with advance details, and they got together on a joint newspaper display announcement.

And ... here's wha happen' ... Both houses were completely sold out for this special show. You see guys, that's the difference between planning a deal of this kind, and tossing one in cold, in the hope that some kids may turn up. Did you run a special show? How were your results? Not so good? I wonder why.

PARAMOUNT - KENORA

I'm glad to see that Jerry Duggan has already started his second series of ELMER parties, and certainly got them off to a good start. The first party was a complete sell-out. Jerry varied the membership card set-up a little, and had blue ones printed for the boys, and pink ones for the girls. It adds a little glamour. In addition to the bicycle contributed by T.C.L., the local Hotel Association has come through with one also. Additional prizes are in the process of being promoted now.

In previous issue I reported Jerry's deal with Lakehead Dairies, whereby any youngster presenting 25 milk bottle tops is admitted free to a Saturday morning show. Since this deal was first started, Jerry reports that a total of 250 books of 15¢ tickets have been paid for by the dairy. Not bad, huh? That's an even \$500.00 picked up just like that.

Jerry has also tied in with a local taxi company who offer a free trip to the theatre for two each evening ... They take good-sized ads in the Saturday edition of the local paper, with fine theatre credits. Their initial order was for \$25.00 worth of books, and, Jerry says it's only the beginning. There's a good thought for some of you guys. Got any cabs in town?

Always glad to hear from you Jerry ... Keep it up, and keep us infor med, eh?

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CAPITOL - HALIFAX

Hilary Howes reports that for both PICNIC and I'LL CRY TOMORROW, the H.H. Marshall News Company bannered all their local trucks with good selling copy, tying in with 'LOOK' magazine. American News used their pocket editions as the basis of their publicity, both on their trucks and displays in book and drug stores.

For CAROUSEL, the radio station really came through, and in addition to numerous plugs and musical selections from the pic, donated a full 15 minute program on three days during the run. On Sunday afternoon they came through with a full hour, featuring the complete sound track score.

Phinney's Music Store put in a full window, which they left in for the full run. Local hotels and popular eateries were provided with good display cards which most of them used.

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SENECA - NIAGARA FALLS

Good window displays, featuring stills from the picture RANCHIPUR were placed in three of the better Ladies' Wear stores in town. Another good display in the Firestone Tire window. For FOREVER DARLING, C H V C's 'Lady of the Day' program featured the song of the same name, with theatre credits. Other deejays plugged the music throughout the run.

PARAMOUNT - HALIFAX

The most recent in the very successful series of Childrens' Film Library shows was held by Freeman Skinner during Easter week ... In addition to his regular screen fare, and promoted amateur talent Freeman used a cute five year old youngster in bunny costume on his stage ... who by his antics and simple dance routines really stopped the show.

Freeman doesn't sell ice cream on his confection bar ... but hustled around and promoted 1,000 bars from a local dairy, which he used as an inducement to the first thousand small fry purchasing tickets.

Noticing CANADIAN LANCERS, a short featuring the Halifax Junior Bengal Lancers, booked for early showing, Freeman started the publicity ball rolling by getting his local editor to run an excellent story with a three column pic of the young lady about whom the pic is centered. Members of this junior riding club take turns spending a few hours daily at the theatre passing out leaflets announcing the film. The executive of this organization have agreed to rent the theatre for a special Sunday performance.

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ORPHEUM - SOO

For her COCKLESHELL HERO date Olga contacted a local resident who had been a commando in the Royal Marines and was personally acquainted with the two English survivors. She arranged a terrific T.V. appearance on one of the popular local programs, with her theatre and pic reaping many benefits.

Two groups of Sea Cadets were invited to see the show, and this received good coverage over both T.V. and radio, also a very tiny blurb in the Soo Star who are not overly generous with their space. The theatre front was well decorated with navy flags.

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CAPITOL - VERNON

For his AFRICAN LION date Walter Bennett did a lot of foot slogging and wound up with one of the finest full page co-ops I have seen. Each merchant featured in his ad one of the animals shown in the pic, and the entire page was in the form of a colouring contest for the small fry. Winners were given guest tickets to the theatre. A large banner head informed the readers what it was all about, and naturally, the Capitol ad dominated the page. Incidentally, business was good.

Two excellent lobby displays were also set up ... one an eighteen foot banner made up from figures snipped out of half a dozen six sheets, with a jungle background painted in. A very fine job of pre-selling and selling a difficult attraction.

The second display consisted of a sixty foot banner, the entire length of the lobby ... so long in fact that Walter couldn't get the whole thing within camera range, and sent me a snap with just a portion of it showing.

CAPITOL - NORTH BAY

Well ... our boy's come to life ... at least that's what two fair-sized scrap books before me would indicate. His subject ... ROSE TATTOO ... and now let's glance inside the covers.

Bob had a quantity of small decals made up, in the shape of a rose, with ROSE TATTOO on the face of the rose, and 'coming' soon, Capitol' on the petals. These were distributed to all the teenagers around town, and the gals promptly affixed them to their pedal extremities ... legs to you ... which certainly attracted a lot of attention around town. The staff members wore them on their necks ... NECKS? .. well, that's what the man says, for a week in advance of opening. These decals were also used to decorate the water glasses at several local restaurants.

Good windows were arranged with the Home Furnishing Co., Bannon Bros. Appliances ... Lovell's Music Store, Jackman Florist and the Freedman Furniture store.

Bob's confection bar was used to good advantage to pre-sell his ROSE TATTOO date, and his candy attendants wore the tattoo decals on both arms. An excellent lobby display emphasized the 'best actress' angle. A giant ROSE TATTOO book was made up and carried around the main streets three days before opening.

North Bay News Service bannered their trucks for one full week before opening and during the engagement. Palangio Motors placed a good 40 x 60 in their front window. The Singer Sewing Machine Company put in a good 'Academy Award' display in their window ten days before the picture broke.

Bob arranged for a tea cup reader to be on hand in a special booth in the lobby during the Monday and Tuesday matinees of TATTOO. The local Red Rose Tea salesman provided tea bags which were used as a give-away in conjunction with the tea cup reading. The ladies really went for this deal ... and the matinee business on the two days really jumped. Even the tough Nugget reluctantly came through with a small story on the tea cup reader a couple of days in advance.

Bob hustled around and sold enough ads to make up a full co-op page, headed ... "Your House Like ROSE TATTOO a Winner Through and Through". Excellent theatre copy dominated the page.

Well ... I suppose I should let it go at that, but I can't help but compare this with some of your past campaigns Robert ... Oh It'll do ... as a start ... but, come on boy ... Let's get the feel of some of that old Zing of yours, huh?

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CAPITOL - VICTORIA

Robbie Robertson reports a very effective tie-up with the General Mills people. The local representative arranged some excellent window displays using the giant standee of the Lone Ranger on Silver, surrounded by a display of their products, and with good theatre art and copy dominating the display. Ten days in advance, an equally good display was placed in the lobby.

THE LAKEHEAD

Have a note from Jimmy Cameron touching on some of his activities at the Capitol in Fort William. His fashion show, a product of the Teeners' Advisory Council activities went over as anticipated, and aroused more interest in the area than has been evidenced in some time. In addition to everything else reported previously in these pages Jimmy was able to fastalk the Nu Fashion Beauty Salon to handle the hairstyling for the 25 models ... for free.

James is always promoting something new ... and specializes in contests and gimmicks of a community nature. One of these is an annual Salute to Education art exhibit. This year he held his fourth one ... and a very successful one - in cooperation with educational authorities in the district. The local daily ran a good pic of the exhibit.

Following on the heels of the art exhibit came Jim's annual photographic art exhibit, which really went over with a great big bang. The U.S. trade journals have been picking this up each year, and have devoted pages and pages to the story. For my dough this is one of the finest bits of local P.R. I have come across. If you're interested for something of the sort in your locality, drop Jimmy a note, and I'm sure he'll send you complete details.

For many years Jim has tried to get the local clergy to go for a Holy Week noonday service in one of the Lakehead theatres. At long last his efforts have borne fruit, and this year the local Council of Clergy went for the idea and jammed the Capitol. The clergy were warm in their praise, and made announcements from the pulpits of their respective churches. More excellent P.R.

Jim advises me also that Lloyd Palmer of the Colonial has come up with a stage show along lines similar to Ivan Ackery's Rock 'N Roll deal in Vancouver. In this instance however the theme followed the Western Jamboree style of thing. This is a fine show which features a local group of Western type musicians who present a half hour show every Thursday night. Apparently business has improved on this night, which just goes to prove again, that the public will buy a 'live' show in addition to the screen fare. So ... who's next folks? Plenty of room left on the bandwagon.

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BELLE - BELLEVILLE

I'm glad to see that George still gets good scenes on all incoming attractions in his local daily. For his SINCERELY YOURS date, George followed the "See it and then judge" angle, and offered a refund to anyone who could honestly say they didn't like the show. No claimants.

Local detachment of the Sea Cadets was invited to the opening performance of MAN WHO NEVER WAS ... The lads paraded to the theatre in dress uniform, and before entering, performed a routine drill. This received a brief mention in the following day's paper.

Still covering the entire down town area with attractive 11 x 14 frames ... Also six mounted 1-sheets on prominent corners.

METROPOLITAN - REGINA

Jack Heaps had LITTLEST OUTLAW booked, and figured that the best way to get the message across to the adults, was by filling his house with kids ... and that's just what he did, and here's how. Jack went after the Canada Safeway Limited lads, and after some plainand fancy talking, sold them the house for a Satmat showing of OUTLAW. That was only insurance ... as in addition to packing the joint in the morning, he played to an additional 1500 kids at his regular matinee. That's what I call good thinking ... and, following up the thinking with good action. Nice going Jack.

He is presently working on another Pepsi Cola bottle cap show ... and judging from past performance ... Looks like plenty of more bucks in the bank.

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CAPITOL - SUDBURY

Jeff was watching his first show ... the newsreel came on ... and Lo and Behold, a familiar face stared out at him. Helen Kupari, a local gal had just been crowned 'Outdoors Girl of Canada' and Jeff went to work on this angle.

He contacted the high school at which she is a student, and reports that the principal was happy to cooperate by announcing the fact to all the students. Jeff made up a good 40 x 60, with photos and particulars, and placed it at the front of the theatre. He contacted the daily ... but no dice. They wouldn't go for a story or pictorial coverage, but did supply him with additional material for his displays. Nice co-operative guys, I'd say ... not even a break for a local celebrity.

Jeff feels that this additional publicity paid off ... and his figures on the second day would seem to prove it. Also, his student attendance on the engagement ... the pic was BILLY MITCHELL, was away up.

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Well guys ... guess I'd better cut this issue right here, and start getting it ready for mailing so you'll get it by Monday. I'm still a little disappointed in some of the material I've been getting, and the apparent lack of interest of a goodly number of our men ... Guess there isn't very much that I can do about it. You're the doctor ... but I wish you'd take another glance at our front cover. Have you read it? Get what I mean?

In our next issue we're going to hand out a few more prizes, based on the entries over the past month. Hope I see your name there. Just love handing out prize money ... for outstanding effort, and of course, accomplishment.

Will be seein' you guys ... In the meantime, keep slugging, and HAPPY BALLYHOOIN'.

Dan Krendel